

**TOURIST DEVELOPMENT COUNCIL EXPENDITURES**  
**CHECKS DISTRIBUTED FOR THE MONTH OF SEPTEMBER 2005**

VENDOR	DESCRIPTION	AMOUNT
<b><u>ADVERTISING</u></b>		
COOKE COMMUNICATIONS	DAC/GEN/SPCL/DIVE UMB MTG	\$986.99
FLORIDA KEYS KEYNOTER	DACS/TDC/FSHG/DIVE UMB MTGS	\$460.80
FLORIDA KEYS .COM	9/1-10/1/05	\$1,250.00
FLORIDA KEYS .COM		\$500.00
THE REPORTER	DAC'S/FSHG/TDC MTGS	\$256.26
TINSLEY ADVERTISING	DIVE UMBRELLA	\$3,477.59
TINSLEY ADVERTISING	PROMOTIONAL ADVERTISING	\$121,016.77
TINSLEY ADVERTISING	GENERIC ARTS	\$2,951.87
TINSLEY ADVERTISING	EMERGENCY ADVERTISING	\$24,387.77
TINSLEY ADVERTISING	GENERIC FISHING	\$10,904.56
TINSLEY ADVERTISING	DAC 1 ADV CAMPAIGN	\$171,247.70
TINSLEY ADVERTISING	DAC 2 ADV CAMPAIGN	\$35,676.15
TINSLEY ADVERTISING	DAC 3 ADV CAMPAIGN	\$26,266.57
TINSLEY ADVERTISING	DAC 4 ADV CAMPAIGN	\$44,623.48
TINSLEY ADVERTISING	DAC 5 ADV CAMPAIGN	\$55,999.63
		<hr/> \$500,006.14
<b><u>BRICKS &amp; MORTAR PROJECTS</u></b>		
FLORIDA KEY COMMUNITY COLLEGE	TENNESSEE WILLIAMS LOBBY EXPANSION	\$89,664.09
<b><u>VISITOR INFORMATION SERVICES</u></b>		
MARATHON CHAMBER OF COMMERCE	AUG/SEPT05	\$13,333.32
KEY LARGO CHAMBER OF COMMERCE	AUG/SEPT05	\$15,500.00
LOWER KEYS CHAMBER OF COMMERCE	SEPT05	\$4,500.00
		<hr/> \$33,333.32
<b><u>EVENTS</u></b>		
COOKE COMMUNICATIONS	UNDERWATER MUSIC FEST	\$45.00
DAVID M NAVARRO	29TH ANNUAL LADIES TARPON TOURNMENT	\$1,437.00
DAVID M NAVARRO	39TH ANNUAL MARATHON INTERNATIONAL TARPON	\$2,599.00
KEY WEST ART & HISTORICAL SOC	HEMINGWAY IN KW	\$1,835.00
KEY WEST FISHING TOURNMENT	RQST11 FY05	\$1,658.35
KEY WEST LITERARY SEMINAR	RQST 01 FY05	\$10,584.82
LADIES LETS GO FISHING	RQST 01 FY05	\$2,447.42
REDBONE INC	LPI GRAND SLAM	\$2,857.50
THE MARKET SHARE	MFMS SUNKEN TREAS	\$200.00
TINSLEY ADVERTISING	PRIDEFEST 05	\$1,051.75
UPPER KEYS ROTARY FOUNDATION	NAUTICAL FLEA MARKET RQST01 FY05	\$10,000.00
WCML-98.7 CONCH FM	UNDERWATER MUSIC FEST	\$200.00
		<hr/> \$34,915.84
<b><u>OFFICE SUPPLIES &amp; OPER COSTS</u></b>		
C.B SCHMITT REAL ESTATE	SEPT05 RENT	\$7,503.60
DHL EXPRESS	DOLPHIN & SWAN MEETINGS	\$37.80
DIVERSIFIED SERVICES	AUG05	\$345.00
FEDERAL EXPRESS CORP	SHIPPING	\$539.43
OFFICE DEPOT	OFFICE SUPPLIES	\$1,037.04
PITNEY BOWES INC	8/30-9/30/05	\$151.00
TOTAL TEMPERATURE CONTROL	SEPT05 MAINTENAINCE	\$99.95
UNITED STATES POSTMASTER	PO BOX 1398 09/30/05-06	\$126.00
WW GRAINGER INC	HIGG BEACH OPERATING SUPPLIES	\$448.94
XEROX CORP	AUG05 COPIER	\$512.45
XEROX CORP	AUG05 FAX	\$70.70
ZENITH INSURANCE COMPANY	WORKERS COMP 09/1-11/30/05	\$1,166.00
		<hr/> \$12,037.91
<b><u>PERSONAL SERVICES</u></b>		
		<hr/> \$0.00

**PUBLIC RELATIONS**

STUART NEWMAN ASSOCIATES	SEPT05 PR FEE	\$33,075.00
STUART NEWMAN ASSOCIATES	SEPT05 MCCLUSKEY FEE	\$10,400.00
STUART NEWMAN ASSOCIATES	SEPT05 IANNOTTA FEE	\$2,250.00
STUART NEWMAN ASSOCIATES	PR EXPENSES	\$23,909.62
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		\$69,634.62

**SALES & MARKETING**

901 SIGNS & DESIGNS	BANNER	\$1,920.00
CELLET TRAVEL SERVICES	AUG05 FEES UK & GY	\$5,666.66
COMPUSYSTEMS, INC	MOTIVATION SHOW-CHICAGO 9/27-30/05	\$1,085.34
COMPUSYSTEMS, INC	DEMA-LAS VEGAS 10/3-7/05	\$1,015.88
CONEX-A GLOBAL EXHIBITS	WORLD TRAVEL MARKET-LONDON 11/14-17/05	\$11,900.00
FLORAL EXHIBITS LTD	MOTIVATION SHOW-CHICAGO 9/27-30/05	\$148.40
FLORIDA KEYS HSMIAI	FAREED SEMINAR 08/09/05	\$69.00
GES EXPOSITION SERVICE	MOTIVATION SHOW-CHICAGO 9/27-30/05 BOOTH EXP'	\$4,541.40
GES EXPOSITION SERVICE	DEMA-LAS VEGAS 10/3-7/05 BOOTH EXPS	\$7,531.50
KEYBOARD ADVERTISING	SHIRTS/NOTEPADS/TIMERS/STICKERS/PENS/CHAIRS	\$9,033.56
METROPOLITAN PIER & EXPOSITION AUTH	ITME SHOW-CHICAGO- 9/27-29/05 ELECTRIC	\$210.00
MONROE COUNCIL OF THE ARTS	JUN/JUL05	\$12,083.32
SMITH TRAVEL RESEARCH	JUN/JUL05	\$1,150.00
UNICOMM, LLC	ADV IN TRVL-SAN FRAN-11/05	\$4,500.00
VISIT FLORIDA	WORLD TRAVEL MARKET-LONDON 11/14-17/05	\$13,107.82
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		\$73,962.88

**TELEPHONE & UTILITIES**

BELLSOUTH	2213609 AUG05	\$57.41
BELLSOUTH	2941936AUG05	\$235.24
BELLSOUTH	2942901AUG05	\$939.52
BELLSOUTH	2950918AUG05	\$149.95
BELLSOUTH	2966103AUG05	\$292.68
BELLSOUTH	2961552SEPT05	\$458.45
BELLSOUTH LONG DISTANCE	AUG05	\$926.08
CINGULAR WIRELESS	5090402AUG05	\$68.48
COMPUTER OFFICE SOLUTIONS	SEPT05	\$22.00
FKA	AUG05 WHITE	\$111.08
KEYS ENERGY SERVICES	SEPT05 WHITE	\$566.91
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		\$3,827.80

**TRAVEL**

HAROLD WHEELER	AUG-SEPT05 MTGS	\$227.00
HAROLD WHEELER	LODGING ASSOC 8/19/05 MEETING	\$20.00
HAROLD WHEELER	VISIT FLORIDA MEETING 9/12-14/05	\$391.30
JESSICA BENNETT	TDC MEETING 8/31/05	\$94.30
JESSICA BENNETT	HSMIAI MEETING 9/13/05 - JUTTA FARRER	\$45.00
KATHY HOUTZ	TDC MEETING 8/31/05	\$80.80
KEY WEST TRAVEL CONDO	WHEELER/MITCHELL 11/10-19/05	\$1,748.90
KEY WEST TRAVEL CONDO	WHEELER-VISIT FLORIDA MTG-TAMPA 9/12-14/05	\$229.90
LYNDA STUART	AUG/SEPT05 MTGS	\$311.80
MAXINE PACINI	AUG/SEPT05 MTGS	\$231.00
RITA BUCKNER BROWN	IFP NEW YORK CITY 9/17-22/05	\$810.00
STACEY MITCHELL	MEETING QUEST ST LOUIS 9/19/05	\$764.00
SUSANNE TORTU	MOTIVATION SHOW-CHICAGO-9/25-30/05	\$1,898.50
SUSANNE TORTU	DEMA LAS VEGAS 10/1-8/05	\$1,689.50
SUSANNE TORTU	DIVE UMB 09/14/05	\$55.90
SUSANNE TORTU	FL MKTPLC,FL 8/27-31/05-FINAL	\$196.07
VERONICA LYNN HARRIS	MAR-JUL05 MEETINGS	\$276.60
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		\$9,070.57

**TOTAL** \$826,453.17